

### **DETAILED ACTION**

This action is responsive to communications: Amendment filed on 28 Aug. 2009.

Claims 1, 2, 4, 5, and 7-10 are pending in the case. Claims 1, 4, 7, 8, 9 and 10 are independent claims.

### ***Applicant's Response***

In Applicant's response dated 28 Aug. 2009, Applicant amended claims 1, 4, and 7-10; argued against all objections and rejection previously set forth in previous Office Action dated 28 Apr. 2009.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1, 2, 4, 5 and 7-9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Pettersen (Patent No.: US 6,826,594 B1; Filed Jul. 15, 2000) in view of Kim et al. (Pub. No.: US 2001/0011235 A1; Filed Jan. 23, 2001).**

**Regarding independent claims 1, 8 and 9,** Pettersen discloses *a Web server for transmitting a Web page including dynamically-altered contents via a network, comprising:*

*a Web page generation portion that generates the Web page by incorporating therein the determined dynamically-altered contents* (col. 4, lines 18-37; Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute.).

*a Web page transmission portion that transmits the generated Web page to a terminal device of the user* (col. 17, lines 40-50; col. 23, lines 6-20; col. 27, lines 18-32; Pettersen discloses an application program at central linking web site logs the request for the specific AID (designates which content to retrieve) and PID (user browser information) variables and located the content file/web page to return to the user system using the AID.).

*a designation reception portion that receives, from a terminal device of an administrator, designation of the Web page identifying information and the user identifying information* (col. 4, lines 8-17; col. 5, lines 1-15; col. 4, lines 29-37; col. 7, lines 45-65; col. 27, lines 18-32; Pettersen discloses a remote content management system and method are provided whereby a web page owner defines one or more areas or zones of a web page, wherein a variety of different types of content may be placed. Pettersen also discloses an owner field in the content database. Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute. Pettersen also

discloses an application program at central linking web site logs the request for the specific AID (designates which content to retrieve) and PID (user browser information) variables and located the content file/web page to return to the user system using the AID. Cookies are used to store data such as AID, CID and time stamp.).

*a contents information extraction portion that extracts from among the dynamically-altered contents stored by the content information process portion, contents of the Web page corresponding to the Web page identifying information and the user identifying information both of which are received by the designation reception portion (col. 9 lines 10-20; col. 25, lines 11-56; Pettersen discloses retrieving/extracting dynamic web page content by initiating a call string passed to the host server. Calls strings are passed to the host server embedded in the web page's HTML code containing a URL denoting a file/web page address, a program file designation and a user ID.).*

*a Web page regeneration portion that regenerates the Web page by incorporating therein the extracted contents of the Web page (col. 11, lines 28-39; Pettersen discloses a web page can be dynamically rearranged or regenerated to the advantage of the dynamically changing conditions (contents Information extraction portion)).*

*a regenerated Web page transmission portion that transmits the regenerated Web page to the terminal device of the administrator (col. 11, lines 28-39; col. 17, lines 40-50; Pettersen discloses a web page can be dynamically rearranged, reformatted or regenerated to the advantage of the dynamically changing conditions. Pettersen also*

discloses affiliate web sites, which may be view as an entity (administrator) that has the right to control the content of a web site. Pettersen further discloses transmitting a modified web page to the affiliated web site. The Examiner concludes a modified web page is analogues with a regenerated web page or portion thereof.).

Pettersen does not expressly disclose *an input portion that receives a parameter input by a user;*

*an operation portion that determines the dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user;*

*a contents information process portion that makes a storage portion store the dynamically-altered contents and the inputted parameter in association with Web page identifying information on the Web page and user identifying information on the user.*

However Kim teaches *an input portion that receives a parameter input by a user* (0020; 0096; 0040-0044; Kim teaches an input portion receiving a parameter input by a user.).

*an operation portion that determines the dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user* (0020; 0096;0040-0044; 0122; Kim teaches information on user's fields of interest is received from the user and then stored in the members management unit for management. Kim also teaches displaying on screens plural goods information in which the user selects to purchase or reserve. Thus Kim teaches an operation portion determining the

dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user.).

*a contents information process portion that makes a storage portion store the dynamically-altered contents and the inputted parameter in association with Web page identifying information on the Web page and user identifying information on the user* (0096; 0040-0045; Kim teaches information on user's fields of interest is received from the user and then stored in the members management unit for management. Kim also teaches storing a user ID.).

Therefore at the time of the invention, it would have been obvious to one of ordinary skill in the art to combine Kim with Pettersen for the benefit databasing user information from a web server and the itemized material inputted by a user (0020).

**Regarding dependent claim 2,** Pettersen does not expressly disclose *the Web server according to claim 1, wherein the Web page generation portion generates the Web page in accordance with only necessary contents information among the contents information,*

*the contents information process portion makes the storage portion store only the contents information used by the Web page generation portion among the contents information.*

However Kim teaches *wherein the Web page generation portion generates the Web page in accordance with only necessary contents information among the contents*

*information* (0125-0129; 0135-0135; Kim teaches an intelligent shopping cart window with displays information data on purchased or reserved goods. Using the broadest reasonable interpretation, the Examiner concludes that the web-based shopping cart window is a web page.).

*the contents information process portion makes the storage portion store only the contents information used by the Web page generation portion among the contents information* (0125-0129; 0135-0135; Kim teaches an intelligent shopping cart window with displays information data on purchased or reserved goods. Using the broadest reasonable interpretation, the Examiner concludes that the web-based shopping cart window is a web page. Kim also teaches temporarily storing the purchase information data.).

Therefore at the time of the invention, it would have been obvious to one of ordinary skill in the art to combine Kim with Pettersen for the benefit databasing user information from a web server and the itemized material inputted by a user (0020).

**Regarding independent claim 4,** Pettersen discloses *a Web server having a function of a Java servlet for transmitting a Web page including dynamically-altered contents via a network, comprising* (col. 2, lines 1-3; Pettersen discloses web pages generally comprise source code in various forms, such as HTML code, JavaScript, Java, XML, DHTML to name a few. It has been established and is well known in the art that Java programming language typically defines Java servlet objects.):

*a screen generating logic unit that generates a Web page incorporating therein the determined dynamically-altered contents (col. 4, lines 18-37; Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute.).*

*a Web page transmission logic unit that transmits the generated Web page to a terminal device of the user (col. 17, lines 40-50; col. 23, lines 6-20; col. 27, lines 18-32; Pettersen discloses an application program at central linking web site logs the request for the specific AID (designates which content to retrieve) and PID (user browser information) variables and located the content file/web page to return to the user system using the AID.).*

*a designation reception portion that receives, from a terminal device of an administrator, designation of the Web page identifying information and the user identifying information (col. 4, lines 8-17; col. 5, lines 1-15; col. 4, lines 29-37; col. 7, lines 45-65; col. 27, lines 18-32; Pettersen discloses a remote content management system and method are provided whereby a web page owner defines one or more areas or zones of a web page, wherein a variety of different types of content may be placed. Pettersen also discloses an owner field in the content database. Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute. Pettersen also discloses an application program at central linking web site logs the request for the specific AID (designates which content to retrieve) and PID (user browser information)*

variables and located the content file/web page to return to the user system using the AID. Cookies are used to store data such as AID, CID and time stamp.).

*a replay logic unit that regenerates the Web page by incorporating therein dynamically-altered contents that are stored by the contents information process logic unit and corresponds to Web page identifying information and user identifying information both of which are received by the designation reception logic unit to transmit the regenerated Web page to the terminal device of the administrator* (col. 11, lines 28-39; col. 17, lines 40-50; Pettersen discloses a web page can be dynamically rearranged, reformatted or regenerated to the advantage of the dynamically changing conditions. Pettersen also discloses affiliate web sites, which may be view as an entity (administrator) that has the right to control the content of a web site. Pettersen further discloses transmitting a modified web page to the affiliated web site. The Examiner concludes a modified web page is analogues with a regenerated web page or portion thereof.).

Pettersen does not expressly disclose *an input portion that receives a parameter input by a user;*

*a business logic unit that determines the dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user;*

*a contents information process logic unit that makes a storage portion store the determined dynamically-altered contents and the inputted parameter in association with*



*the Web page identifying information for the Web page and the user identifying information for the user.*

However Kim teaches *an input portion that receives a parameter input by a user* (0020; 0096; 0040-0044; Kim teaches an input portion receiving a parameter input by a user.).

*a business logic unit that determines the dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user* (0020; 0096; 0040-0044; 0122; Kim teaches information on user's fields of interest is received from the user and then stored in the members management unit for management. Kim also teaches displaying on screens plural goods information in which the user selects to purchase or reserve. Thus Kim teaches an operation portion determining the dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user.).

*a contents information process logic unit that makes a storage portion store the determined dynamically-altered contents and the inputted parameter in association with the Web page identifying information for the Web page and the user identifying information for the user* (0096; 0040-0045; Kim teaches information on user's fields of interest is received from the user and then stored in the members management unit for management. Kim also teaches storing a user ID.).

Therefore at the time of the invention, it would have been obvious to one of ordinary skill in the art to combine Kim with Pettersen for the benefit databasing user information from a web server and the itemized material inputted by a user (0020).

**With regard to dependent claims 5**, Pettersen does not disclose expressly a *Web server having a function of a Java servlet according to claim 4, wherein the screen generating logic unit generates the Web page in accordance with only necessary content information among the content information, and the contents information process logic unit makes the storage portion store only the contents information used by the screen generating logic among the contents information.*

However Kim teaches *wherein the screen generating logic unit generates the Web page in accordance with only necessary content information among the content information* (0125-0129; 0135-0135; Kim teaches an intelligent shopping cart window with displays information data on purchased or reserved goods. Using the broadest reasonable interpretation, the Examiner concludes that the web-based shopping cart window is a web page.).

*the contents information process logic unit makes the storage portion store only the contents information used by the screen generating logic among the contents information* (0125-0129; 0135-0135; Kim teaches an intelligent shopping cart window with displays information data on purchased or reserved goods. Using the broadest

reasonable interpretation, the Examiner concludes that the web-based shopping cart window is a web page. Kim also teaches temporarily storing the purchase information data.).

Therefore at the time of the invention, it would have been obvious to one of ordinary skill in the art to combine Kim with Pettersen for the benefit databasing user information from a web server and the itemized material inputted by a user (0020).

**Regarding independent claim 7,** Pettersen discloses *a computer-readable storage medium storing a program for use in a computer that has a function of a Java servlet for transmitting a Web page including dynamically-altered contents via a network, the program which when executed by the computer causes the computer to execute process comprising* (col. 2, lines 1-3; Pettersen discloses web pages generally comprise source code in various forms, such as HTML code, JavaScript, Java, XML, DHTML to name a few. It has been established and is well known in the art that Java programming language typically defines Java servlet objects.):

*generating a Web page by incorporating therein the determined dynamically-altered contents* (col. 4, lines 18-37; Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute.).

*transmitting the generated Web page to a terminal device of the user* (col. 17, lines 40-50; col. 23, lines 6-20; col. 27, lines 18-32; Pettersen discloses an application program at central linking web site logs the request for the specific AID (designates

which content to retrieve) and PID (user browser information) variables and located the content file/web page to return to the user system using the AID.).

*receiving, from an administrator, designation of Web page identifying information and user identifying information* (col. 4, lines 29-37; Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute.).

*extracting from among the dynamically-altered contents stored by said storing contents of the Web page corresponding to the Web page identifying information and the user identifying information both of which are designated, by the administrator* (col. 9 lines 10-20; col. 25, lines 11-56; Pettersen discloses retrieving/extracting dynamic web page content by initiating a call string passed to the host server. Calls strings are passed to the host server embedded in the web page's HTML code containing a URL denoting a file/web page address, a program file designation and a user ID.).

*regenerating the Web page by incorporating therein the determined dynamically-altered contents* (col. 11, lines 28-39; Pettersen discloses a web page can be dynamically rearranged or regenerated to the advantage of the dynamically changing conditions (*contents Information extraction portion*)).

*transmitting the regenerated Web page to a terminal device of the administrator* (col. 11, lines 28-39; col. 17, lines 40-50; Pettersen discloses a web page can be dynamically rearranged, reformatted or regenerated to the advantage of the dynamically changing conditions. Pettersen also discloses affiliate web sites, which may be view as an entity (*administrator*) that has the right to control the content of a web site. Pettersen

further discloses transmitting a modified web page to the affiliated web site. The Examiner concludes a modified web page is analogous with a regenerated web page or portion thereof.).

Pettersen does not expressly disclose *receiving a parameter input by a user; determining the dynamically-altered contents* based on a result of an application in accordance with the parameter inputted by the user;  
*storing into a storage portion store the determined dynamically-altered contents and the inputted parameter in association with the Web page identifying information for the Web page and the user identifying information for the user.*

However Kim teaches *an input portion receiving a parameter input by a user* (0020; 0096; 0040-0044; Kim teaches an input portion receiving a parameter input by a user.).

*determining the dynamically-altered contents* based on a result of an application in accordance with the parameter inputted by the user (0020; 0096; 0040-0044; 0122; Kim teaches information on user's fields of interest is received from the user and then stored in the members management unit for management. Kim also teaches displaying on screens plural goods information in which the user selects to purchase or reserve. Thus Kim teaches an operation portion determining the dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user.).

*storing into a storage portion store the determined dynamically-altered contents and the inputted parameter in association with the Web page identifying information for the Web page and the user identifying information for the user (0096; 0040-0045; Kim teaches information on user's fields of interest is received from the user and then stored in the members management unit for management. Kim also teaches storing a user ID.).*

Therefore at the time of the invention, it would have been obvious to one of ordinary skill in the art to combine Kim with Pettersen for the benefit databasing user information from a web server and the itemized material inputted by a user (0020).

#### NOTE

It is noted that any citations to specific, pages, columns, lines, or figures in the prior art references and any interpretation of the reference should not be considered to be limiting in any way. A reference is relevant for all it contains and may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. See, MPEP 2123.

**Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over Pettersen in view of Kim, further in view of Hawes (Patent No.: US 6,094,662; Filed Apr. 30, 1998).**

**Regarding independent claim 10**, Pettersen discloses *a Web server for transmitting a Web page including dynamically-altered contents via a network, comprising;*

*a Web page generation portion that generates the Web page by incorporating therein the determined dynamically-altered contents* (col. 4, lines 18-37; Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute.).

*a Web page transmission portion that transmits the generated Web page to a terminal device of the user* (col. 17, lines 40-50; col. 23, lines 6-20; col. 27, lines 18-32; Pettersen discloses an application program at central linking web site logs the request for the specific AID (designates which content to retrieve) and PID (user browser information) variables and located the content file/web page to return to the user system using the AID.).

*a designation reception portion that receives, from a terminal device of an administrator, designation of the Web page identifying information, the user identifying information and a period of time* (col. 4, lines 29-37; col. 27, lines 18-32; Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute. Pettersen also discloses an application program at central linking web site logs the request for the specific AID (designates which content to retrieve) and PID (user browser information) variables and located the content file/web page to return to the user system using the

AID. Cookies are used to store data such as AID, CID and time stamp. It has been established and is well known in the art that a time stamp indicates a period of time.).

*a contents information extraction portion that extracts, from among the dynamically-altered contents stored in the storage portion, contents of the Web page corresponding to the Web page identifying information and the user identifying information* (col. 9 lines 10-20; col. 25, lines 11-56; Pettersen discloses retrieving/extracting dynamic web page content by initiating a call string passed to the host server. Calls strings are passed to the host server embedded in the web page's HTML code containing a URL denoting a file/web page address, a program file designation and a user ID.).

*a Web page regeneration portion that regenerates the Web page by incorporating therein the extracted contents of the Web page* (col. 11, lines 28-39; Pettersen discloses a web page can be dynamically rearranged or regenerated to the advantage of the dynamically changing conditions (*contents Information extraction portion*)).

*a regenerated Web page transmission portion that transmits the regenerated Web page to a terminal device of the administrator* (col. 11, lines 28-39; col. 17, lines 40-50; Pettersen discloses a web page can be dynamically rearranged, reformatted or regenerated to the advantage of the dynamically changing conditions. Pettersen also discloses affiliate web sites, which may be view as an entity (*administrator*) that has the right to control the content of a web site. Pettersen further discloses transmitting a



modified web page to the affiliated web site. The Examiner concludes a modified web page is analogous with a regenerated web page or portion thereof.).

Pettersen does not expressly disclose *an input portion that receives a parameter input by a user;*

*an operation portion that determines the dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user;*

*a contents information process portion that makes a storage portion store the dynamically-altered contents and the inputted parameter in association with Web page identifying information on the Web page and user identifying information on the user*

*date-and-time specifying information specifying date-and-time of the determining; data-and-time falling within the period of time all of which are received by the designation reception portion;*

Kim teaches *an input portion that receives a parameter input by a user* (0020; 0096; 0040-0044; Kim teaches an input portion receiving a parameter input by a user.).

*an operation portion that determines the dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user* (0020; 0096;0040-0044; 0122; Kim teaches information on user's fields of interest is received from the user and then stored in the members management unit for management. Kim also teaches displaying on screens plural goods information in which the user selects to purchase or reserve. Thus Kim teaches an operation portion determining the

dynamically-altered contents based on a result of an application in accordance with the parameter inputted by the user.).

*a contents information process portion making a storage portion store the dynamically-altered contents and the inputted parameter in association with Web page identifying information on the Web page and user identifying information on the user* (0096; 0040-0045; Kim teaches information on user's fields of interest is received from the user and then stored in the members management unit for management. Kim also teaches storing a user ID.).

Therefore at the time of the invention, it would have been obvious to one of ordinary skill in the art to combine Kim with Pettersen for the benefit databasing user information from a web server and the itemized material inputted by a user (0020).

Pettersen in view of Kim does not expressly disclose *date-and-time specifying information specifying date-and-time of the determining;*

*data-and-time falling within the period of time all of which are received by the designation reception portion;*

Hawes teaches *date-and-time specifying information specifying date-and-time of the determining* (col. 5, lines 14-36; Hawes teaches the web page typically contains time status information indicating when the web page was last updated.).

*data-and-time falling within the period of time all of which are received by the designation reception portion* (col. 5, lines 38-45; Hawes teaches a timer that can be

set by a user/administrator to periodically set to determine if a predetermined web page has been updated.).

Therefore at the time of the invention, it would have been obvious to one of ordinary skill in the art to combine Hawes with Pettersen in view of Kim for the benefit updating a web site without the client being aware of the updated (col. 2, lines 13-14).

#### NOTE

It is noted that any citations to specific, pages, columns, lines, or figures in the prior art references and any interpretation of the reference should not be considered to be limiting in any way. A reference is relevant for all it contains and may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. See, MPEP 2123.

#### ***Response to Arguments***

Applicant's arguments filed 28 Aug. 2009 have been fully considered but they are not persuasive.

Applicant argues that *"nothing cited or found in Pettersen and Kim, taken alone and in combination, teaches "a contents information process portion that makes a storage portion store the determined dynamically-altered contents and the inputted*

*parameter in association with Web page identifying information on the Web page and user identifying information on the user," recited for example, in claim 1."*

The Examiner disagrees.

Kim teaches a user connected to a web server for realizing personal shopping. The information on what fields of content the user visited, what goods information the user has searched and directly purchased are stored in a database in the member's management unit (inputted parameter in association with Web page identifying information on the Web page). Kim also teaches storing a user ID. Kim further teaches storing extracted goods information data to the intelligent shopping cart window of the corresponding user and databases the good information stored in the intelligent shopping cart window (contents information process portion that makes a storage portion store the determined dynamically-altered contents) (0017; 0040-0045; 0074; 0096-0098; 100; 125). Therefore Kim teaches a contents information process portion that makes a storage portion store the determined dynamically-altered contents and the inputted parameter in association with Web page identifying information on the Web page and user identifying information on the user.

Applicant argues "*Pettersen and Kim, do not discuss a contents information extraction portion that extracts, from among the dynamically-altered contents stored by*

*the contents information process portion, contents of the Web page corresponding to the Web page identifying information and the user identifying information both of which are received by the designation reception portion."*

The Examiner disagrees.

Pettersen discloses the output need to display the dynamic web page content may be retrieved/extracted by initiating a call string passed to the host server. Calls strings are passed to the host server embedded in the web page's HTML code containing a URL denoting a file/web page address, a program file designation and a user ID. Pettersen also discloses cookies may be used to pass, retrieve and store various data elements used as input to the processing of information relating to the central linking web site. Pettersen further discloses the system web page contains one or more dynamic content code or tags in which the user system browser reads to eventually retrieve the dynamic content associated with the tag ID. Thus Pettersen discloses an extraction portion that extracts, from among the dynamically-altered contents stored by the contents information process portion, contents of the Web page corresponding to the Web page identifying information and the user identifying information both of which are received by the designation reception portion (col. 9 lines 10-20; col. 9, line 58-col. 10, line 50; col. 25, lines 11-56; col. 26, lines 58-61).

Further, Kim teaches storing extracted goods information data to the intelligent shopping cart window of the corresponding user and databases the good information stored in the intelligent shopping cart window (0017; 0040-0045; 0074; 0096-0098; 100; 125).

Previous specification objection is withdrawn.

### ***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James J. Debrow whose telephone number is 571-272-5768. The examiner can normally be reached on 8:00-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug Hutton can be reached on 571-272-4137. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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EXAMINER  
ART UNIT 2176

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7 January 2010